

Lampiran 1. KUESIONER



Hal : Permohonan Pengisian Kuesioner
Kepada Yth:
Bapak/Ibu/saudara/(i) Responden
Di tempat

Assalamualaikum Wr.Wb.

Dalam rangka penyusunan Skripsi Program Sarjana Manajemen Universitas Islam Sultan Agung (UNISSULA) Semarang, maka kami:

Nama : Rizka Puspitaningtyas
Alamat Rumah : Ds Karangmulya, Kec Tambakromo, Kab Pati

Bermaksud mengadakan penelitian untuk menyelesaikan tugas akhir penyusunan skripsi. Penelitian ini akan menguji bagaimana peran **“ENTERPRENEURIAL ORIENTATION MARKET ORIENTATION DAN OPERATIONAL CAPABILITY TERHADAP INOVATION CAPABILITY UNTUK MENINGKATKAN MARKETING PERFORMANCE ”**

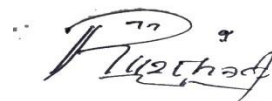
Untuk itu kami mohon bantuan bapak/Ibu/Saudara untuk mengisi daftar pertanyaan yang telah kami siapkan dengan menjawab secara sungguh-sungguh dan sesuai dengan keadaan yang sebenarnya. Tidak ada jawaban benar atau salah dalam penelitian ini dan semua data yang terkumpul hanya akan dipergunakan untuk keperluan penelitian setelah itu dimusnahkan. Kerahasiaan bapak/Ibu/Sudara dalam menjawab pertanyaan, akan kami jaga sepenuhnya.

Besar harapan kami bapak/ibu/saudara berkenan meluangkan waktu sebentar di tengah kesibukan bapak/ibu/saudara, demi kemajuan ilmu pengetahuan. Apabila bapak/ibu menginginkan hasil penelitian ini maka dengan senang hati kami akan mengirimkannya. Atas perhatian dan kerjasama Bapak/Ibu/Sudara, kami ucapkan terimakasih.

Wassalamualaikum Wr.Wb.

Semarang, Januari 20 2020

Hormat Saya



Rizka Puspitaningtyas

A. IDENTITAS RESPONDEN

Nama/inisial perusahaan :

Alamat :

Lama operasi perusahaan :

Jenis usaha :

Omset penjualan perbulan :

Jumlah Karyawan :

B. PETUNJUK PENGISIAN KUESIONER

1. Berilah tanda (√) pada jawaban yang saudara/(i) dan teman-teman pilih.
2. Keterangan alternatif jawaban dan skor nilai.
 - a. Sangat tidak setuju (STS) Skor/bobot : 1
 - b. Tidak Setuju (TS) Skor/bobot : 2
 - c. Netral (N) Skor/bobot : 3
 - d. Setuju (S) Skor/bobot : 4
 - e. Sangat Setuju (SS) Skor/bobot : 5

Setelah selesai mengisi kuesioner ini kami memohon kesediaan bapak/ibu/saudara/(i) dan teman-teman berkenan menyerahkan kembali kuesionernya kepada yang telah memberikan pertama kali.

1. Indikator Orientasi Kewirausahaan

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1. | Pengalaman berusaha yang saya miliki dapat membantu saya dalam berusaha | | | | | |
| 2. | Saya selalu proaktif dalam meningkatkan kinerja penjualan pada usaha yang saya jalankan. | | | | | |
| 3. | Saya sebagai pemilik usaha selalu flexibel dengan orang-orang dalam hal mengembangkan usaha saya | | | | | |
| 4. | Saya selalu mencari peluang untuk mengantisipasi terjadinya persoalan penjualan yang muncul di masa yang akan datang. | | | | | |
| 5. | Saya selalu mencari alternatif terbaik untuk mengatasi resiko yang terjadi. | | | | | |
| 6. | Saya selalu antisipatif terhadap usaha yang saya jalankan agar tidak mengalami kerugian. | | | | | |

2. Indikator Orientasi Pasar

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1. | Saya menyediakan layanan pengiriman bagi pelanggan. | | | | | |
| 2. | Saya menanggapi dan menerima masukan dari pelanggan mengenai desain produknya. | | | | | |
| 3. | Kebutuhan dan keinginan pelanggan merupakan suatu hal yang penting bagi saya. | | | | | |
| 4. | Saya menempatkan pesaing sebagai mitra bisnis | | | | | |
| 5. | Saya selalu berkoordinasi dengan berbagai pihak dalam memberikan layanan yang baik. | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 6. | Saya selalu berbagi informasi bisnis dengan sesama pelanggan. | | | | | |
|----|---|--|--|--|--|--|

3. Indikator Kemampuan oprasional

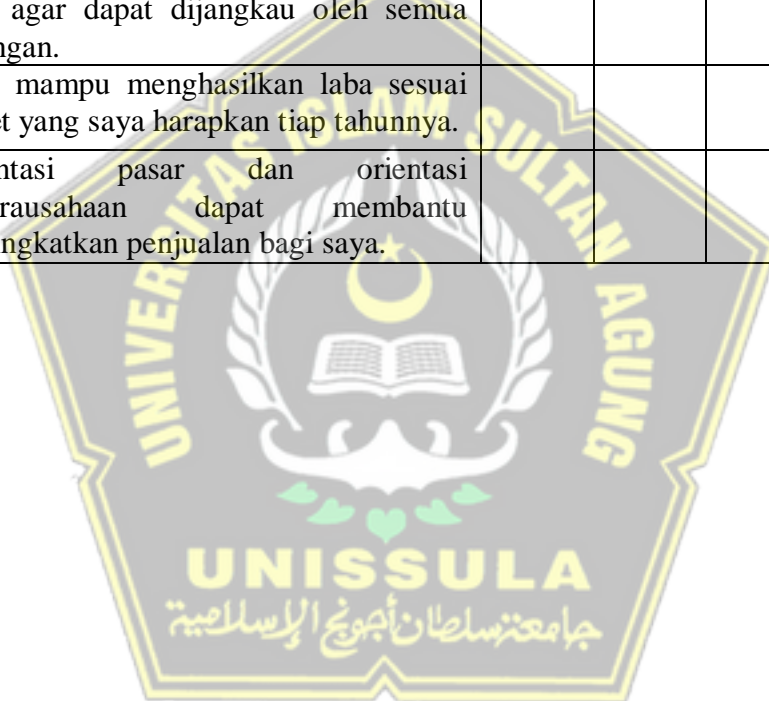
| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1. | Usaha yang saya jalankan selalu memberikan pelayanan untuk mengirimkan produk yang di pesan tanpa menggunakan tarif dan biaya tambahan. | | | | | |
| 2. | Saya menerapkan pelayanan antar jemput barang pelanggan | | | | | |
| 3. | Saya selalu melayani pelanggan yang memberikan saran, kritikan, dan komplain dengan senang hati. | | | | | |
| 4. | Usaha yang saya jalankan selalu berupaya untuk memanfaatkan semua teknologi pada setiap proses penjualannya. | | | | | |

4. Indikator Kemampuan Inovasi

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1. | Usaha yang saya jalankan selalu menggunakan bahan baku yang bagus dan berkualitas. | | | | | |
| 2. | Usaha yang saya jalankan selalu menciptakan produk dengan desain dan model terbaru. | | | | | |
| 3. | Saya memperluas jangkauan usaha saya dengan membuka jasa reseller. | | | | | |
| 4. | Usaha yang saya jalankan selalu mengembangkan proses produksi dengan cara yang lebih efektif dan efisien. | | | | | |

5. Indikator Kinerja Pemasaran

| No | Pernyataan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1. | Usaha yang saya jalankan selalu mengalami pertumbuhan yang meningkat dari tahun ketahun. | | | | | |
| 2. | Pertumbuhan usaha yang saya jalankan sudah mencapai target yang saya harapkan. | | | | | |
| 3. | Pelanggan saya meningkat dari waktu ke waktu. | | | | | |
| 4. | Saya selalu mengembangkan produk saya agar dapat dijangkau oleh semua kalangan. | | | | | |
| 5. | Saya mampu menghasilkan laba sesuai target yang saya harapkan tiap tahunnya. | | | | | |
| 6. | Orientasi pasar dan orientasi kewirausahaan dapat membantu meningkatkan penjualan bagi saya. | | | | | |



Lampiran 2 TABULASI DATA



| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2 | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|------|------|------|------|------|------|----|------|------|------|------|------|------|----|------|------|------|------|----|
| 4 | 4 | 5 | 5 | 5 | 5 | 28 | 5 | 4 | 4 | 3 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 | 3 | 3 | 3 | 2 | 2 | 3 | 16 | 2 | 2 | 2 | 5 | 11 |
| 3 | 3 | 4 | 4 | 5 | 5 | 24 | 4 | 5 | 5 | 3 | 5 | 5 | 27 | 3 | 5 | 5 | 5 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 1 | 21 | 2 | 1 | 3 | 4 | 10 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 | 3 | 4 | 5 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 1 | 1 | 3 | 3 | 8 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 | 3 | 3 | 5 | 5 | 5 | 5 | 26 | 3 | 3 | 3 | 3 | 12 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4 | 4 | 5 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 4 | 4 | 5 | 4 | 17 |
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| 4 | 4 | 4 | 4 | 5 | 4 | 25 | 2 | 4 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 15 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 2 | 2 | 4 | 4 | 12 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 | 4 | 4 | 5 | 3 | 4 | 5 | 25 | 3 | 3 | 5 | 5 | 16 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 4 | 4 | 26 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 | 4 | 4 | 5 | 5 | 5 | 5 | 28 | 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 | 3 | 4 | 4 | 3 | 3 | 4 | 21 | 2 | 3 | 3 | 3 | 11 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 3 | 3 | 14 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 5 | 4 | 5 | 5 | 19 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 | 3 | 4 | 5 | 3 | 3 | 4 | 22 | 3 | 2 | 2 | 5 | 12 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 5 | 5 | 5 | 5 | 4 | 28 | 2 | 2 | 5 | 5 | 14 |
| 3 | 3 | 3 | 3 | 4 | 2 | 18 | 2 | 4 | 4 | 2 | 2 | 3 | 17 | 2 | 2 | 3 | 3 | 10 |

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| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 15 |
| 3 | 4 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 4 | 19 | 3 | 4 | 3 | 3 | 13 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 3 | 3 | 5 | 4 | 15 |
| 4 | 3 | 3 | 4 | 4 | 3 | 21 | 4 | 4 | 4 | 3 | 3 | 2 | 20 | 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4 | 3 | 5 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 3 | 3 | 4 | 4 | 14 |
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| 4 | 5 | 4 | 5 | 4 | 4 | 26 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 3 | 3 | 4 | 4 | 14 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 5 | 4 | 5 | 5 | 19 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 4 | 4 | 3 | 3 | 14 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 | 3 | 4 | 4 | 4 | 5 | 5 | 25 | 4 | 4 | 4 | 3 | 15 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 4 | 5 | 4 | 4 | 3 | 24 | 3 | 3 | 3 | 4 | 13 |
| 2 | 3 | 4 | 3 | 3 | 4 | 19 | 3 | 2 | 5 | 4 | 5 | 4 | 23 | 3 | 4 | 3 | 4 | 14 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 | 3 | 2 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 3 | 26 | 4 | 4 | 4 | 5 | 17 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 12 |
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| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 5 | 4 | 18 |
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| 4 | 4 | 3 | 3 | 4 | 3 | 21 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 15 |
| 4 | 5 | 4 | 5 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 3 | 3 | 12 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 | 4 | 4 | 5 | 5 | 4 | 4 | 26 | 3 | 3 | 4 | 4 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 2 | 2 | 3 | 3 | 10 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 3 | 3 | 3 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 3 | 3 | 13 |
| 4 | 3 | 4 | 3 | 3 | 4 | 21 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 3 | 3 | 3 | 3 | 12 |

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| 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 3 | 2 | 3 | 3 | 11 |
| 4 | 3 | 3 | 3 | 3 | 4 | 20 | 3 | 4 | 4 | 3 | 3 | 3 | 20 | 2 | 2 | 5 | 4 | 13 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 15 |
| 2 | 3 | 2 | 2 | 2 | 2 | 13 | 2 | 2 | 1 | 4 | 2 | 2 | 13 | 3 | 5 | 2 | 2 | 12 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 5 | 4 | 4 | 4 | 26 | 2 | 4 | 4 | 4 | 14 |
| 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 4 | 5 | 4 | 5 | 2 | 25 | 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 5 | 5 | 5 | 5 | 20 |
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| 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 4 | 4 | 5 | 4 | 17 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 3 | 2 | 4 | 4 | 13 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 | 4 | 4 | 5 | 4 | 5 | 5 | 27 | 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 | 4 | 4 | 4 | 3 | 4 | 3 | 22 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 2 | 4 | 4 | 4 | 14 |
| 3 | 3 | 4 | 5 | 5 | 5 | 25 | 3 | 3 | 4 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 3 | 4 | 3 | 22 | 5 | 3 | 4 | 3 | 4 | 4 | 23 | 5 | 4 | 5 | 4 | 18 |
| 1 | 1 | 1 | 1 | 1 | 1 | 6 | 1 | 1 | 1 | 1 | 2 | 1 | 7 | 2 | 3 | 1 | 1 | 7 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 2 | 4 | 4 | 4 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 2 | 2 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 1 | 3 | 5 | 5 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 2 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 |
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| 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4 | 5 | 5 | 4 | 4 | 5 | 27 | 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 | 4 | 5 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 2 | 2 | 4 | 4 | 12 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 26 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 5 | 4 | 4 | 4 | 17 |

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| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 2 | 4 | 4 | 4 | 14 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 2 | 3 | 4 | 4 | 13 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 | 4 | 5 | 5 | 4 | 4 | 4 | 26 | 2 | 2 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 2 | 3 | 3 | 3 | 3 | 3 | 17 | 2 | 2 | 3 | 3 | 10 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 2 | 4 | 4 | 13 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 17 |



| Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1 | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2.6 | Y2 |
|------|------|------|------|----|------|------|------|------|------|------|----|
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 1 | 1 | 2 | 3 | 7 | 2 | 1 | 1 | 2 | 2 | 2 | 10 |
| 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 4 | 4 | 4 | 17 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 5 | 4 | 3 | 5 | 17 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 3 | 4 | 17 | 4 | 2 | 4 | 5 | 4 | 4 | 23 |
| 5 | 5 | 4 | 5 | 19 | 5 | 3 | 4 | 5 | 3 | 3 | 23 |
| 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 5 | 5 | 5 | 5 | 20 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |

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| 4 | 5 | 5 | 5 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 4 | 3 | 4 | 3 | 14 | 3 | 2 | 2 | 3 | 2 | 3 | 15 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 18 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 3 | 3 | 2 | 3 | 11 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 5 | 5 | 17 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
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| 3 | 4 | 4 | 4 | 15 | 3 | 4 | 5 | 4 | 3 | 3 | 22 |
| 4 | 4 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 4 | 4 | 5 | 5 | 18 | 2 | 3 | 3 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

| | | | | | | | | | | | |
|---|---|---|---|----|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 4 | 17 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 3 | 15 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 3 | 4 | 4 | 3 | 14 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 4 | 5 | 5 | 3 | 17 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 4 | 4 | 4 | 3 | 15 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 3 | 3 | 3 | 2 | 11 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 18 | 3 | 2 | 2 | 4 | 2 | 4 | 17 |
| 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 4 | 5 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |

| | | | | | | | | | | | |
|---|---|---|---|----|---|---|---|---|---|---|----|
| 3 | 5 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 16 | 3 | 2 | 4 | 4 | 4 | 4 | 21 |
| 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 16 | 5 | 3 | 3 | 4 | 4 | 3 | 22 |
| 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 2 | 2 | 1 | 8 |
| 3 | 4 | 3 | 4 | 14 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 5 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 4 | 2 | 21 |
| 5 | 4 | 4 | 5 | 18 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 5 | 19 | 3 | 3 | 4 | 5 | 4 | 5 | 24 |
| 4 | 5 | 4 | 4 | 17 | 3 | 3 | 3 | 5 | 3 | 4 | 21 |
| 5 | 5 | 3 | 5 | 18 | 5 | 4 | 3 | 3 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 16 | 4 | 2 | 4 | 4 | 4 | 4 | 22 |
| 4 | 5 | 4 | 4 | 17 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 2 | 4 | 2 | 12 | 4 | 2 | 4 | 4 | 2 | 4 | 20 |
| 4 | 4 | 4 | 4 | 16 | 3 | 2 | 4 | 4 | 2 | 3 | 18 |
| 4 | 4 | 2 | 4 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 4 | 4 | 3 | 4 | 15 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |

| | | | | | | | | | | | |
|---|---|---|---|----|---|---|---|---|---|---|----|
| 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 16 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 4 | 4 | 4 | 2 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |



**Lampiran 3. HASIL ANALISIS
DATA**



ANALISIS DESKRIPTIF

X1

| | | Statistics | | | | | | Orientasi Kewirausahaan |
|----------------|---------|------------|--------|--------|--------|--------|--------|----------------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.1200 | 4.1400 | 4.1700 | 4.1400 | 4.2300 | 4.1900 | 24.9900 |
| Std. Deviation | | .74237 | .72502 | .75284 | .73882 | .70861 | .76138 | 3.79658 |

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|-----------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 2 | 2.0 | 2.0 | 3.0 |
| | 3.00 | 10 | 10.0 | 10.0 | 13.0 |
| | 4.00 | 58 | 58.0 | 58.0 | 71.0 |
| | 5.00 | 29 | 29.0 | 29.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|-----------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 3.00 | 14 | 14.0 | 14.0 | 15.0 |
| | 4.00 | 54 | 54.0 | 54.0 | 69.0 |
| | 5.00 | 31 | 31.0 | 31.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 2.0 |
| | 3.00 | 12 | 12.0 | 12.0 | 14.0 |
| | 4.00 | 52 | 52.0 | 52.0 | 66.0 |
| | 5.00 | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 2.0 |
| | 3.00 | 12 | 12.0 | 12.0 | 14.0 |
| | 4.00 | 55 | 55.0 | 55.0 | 69.0 |
| | 5.00 | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 2.0 |
| | 3.00 | 7 | 7.0 | 7.0 | 9.0 |
| | 4.00 | 56 | 56.0 | 56.0 | 65.0 |
| | 5.00 | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 2 | 2.0 | 2.0 | 3.0 |
| | 3.00 | 9 | 9.0 | 9.0 | 12.0 |
| | 4.00 | 53 | 53.0 | 53.0 | 65.0 |
| | 5.00 | 35 | 35.0 | 35.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

X2

| | | Statistics | | | | | | Orientasi Pasar |
|----------------|---------|------------|--------|--------|--------|--------|--------|-----------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.0300 | 4.0800 | 4.2500 | 3.8700 | 4.0700 | 3.9400 | 24.2400 |
| Std. Deviation | | .86987 | .78727 | .75712 | .79968 | .75552 | .85067 | 3.79292 |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 5.0 |
| | 3.00 | 18 | 18.0 | 18.0 | 23.0 |
| | 4.00 | 45 | 45.0 | 45.0 | 68.0 |
| | 5.00 | 32 | 32.0 | 32.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 3 | 3.0 | 3.0 | 4.0 |
| | 3.00 | 12 | 12.0 | 12.0 | 16.0 |
| | 4.00 | 55 | 55.0 | 55.0 | 71.0 |
| | 5.00 | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 3.00 | 7 | 7.0 | 7.0 | 9.0 |
| | 4.00 | 53 | 53.0 | 53.0 | 62.0 |
| | 5.00 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 5.0 |
| | 3.00 | 21 | 21.0 | 21.0 | 26.0 |
| | 4.00 | 55 | 55.0 | 55.0 | 81.0 |
| | 5.00 | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 4 | 4.0 | 4.0 | 4.0 |
| | 3.00 | 13 | 13.0 | 13.0 | 17.0 |
| | 4.00 | 55 | 55.0 | 55.0 | 72.0 |
| | 5.00 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 3 | 3.0 | 3.0 | 5.0 |
| | 3.00 | 18 | 18.0 | 18.0 | 23.0 |
| | 4.00 | 53 | 53.0 | 53.0 | 76.0 |
| | 5.00 | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3**Statistics**

| | | X3.1 | X3.2 | X3.3 | X3.4 | Kemampuan Operational |
|----------------|---------|---------|---------|--------|--------|-----------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.4500 | 3.5100 | 4.0200 | 4.0200 | 15.0000 |
| Std. Deviation | | 1.10440 | 1.01000 | .85257 | .76515 | 2.92671 |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 22 | 22.0 | 22.0 | 24.0 |
| | 3.00 | 25 | 25.0 | 25.0 | 49.0 |
| | 4.00 | 31 | 31.0 | 31.0 | 80.0 |
| | 5.00 | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 18 | 18.0 | 18.0 | 20.0 |
| | 3.00 | 21 | 21.0 | 21.0 | 41.0 |
| | 4.00 | 45 | 45.0 | 45.0 | 86.0 |
| | 5.00 | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 3 | 3.0 | 3.0 | 4.0 |
| | 3.00 | 20 | 20.0 | 20.0 | 24.0 |
| | 4.00 | 45 | 45.0 | 45.0 | 69.0 |
| | 5.00 | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 2.0 |
| | 3.00 | 19 | 19.0 | 19.0 | 21.0 |
| | 4.00 | 53 | 53.0 | 53.0 | 74.0 |
| | 5.00 | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1

Statistics

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Kemampuan Inovasi |
|----------------|---------|--------|--------|--------|--------|-------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.1200 | 4.1500 | 4.0200 | 4.0600 | 16.3500 |
| Std. Deviation | | .78212 | .80873 | .76515 | .85067 | 2.66430 |

Y1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 3.00 | 13 | 13.0 | 13.0 | 15.0 |
| | 4.00 | 54 | 54.0 | 54.0 | 69.0 |
| | 5.00 | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 3.0 |
| | 3.00 | 11 | 11.0 | 11.0 | 14.0 |
| | 4.00 | 52 | 52.0 | 52.0 | 66.0 |
| | 5.00 | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 3 | 3.0 | 3.0 | 4.0 |
| | 3.00 | 13 | 13.0 | 13.0 | 17.0 |
| | 4.00 | 59 | 59.0 | 59.0 | 76.0 |
| | 5.00 | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 5.0 |
| | 3.00 | 15 | 15.0 | 15.0 | 20.0 |
| | 4.00 | 48 | 48.0 | 48.0 | 68.0 |
| | 5.00 | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2

Statistics

| | | Y2.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 | Y2.6 | Kinerja Pemasaran |
|----------------|---------|--------|---------|--------|--------|--------|--------|-------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.9000 | 3.6400 | 3.9400 | 4.1200 | 3.8400 | 3.9900 | 23.4300 |
| Std. Deviation | | .84686 | 1.01025 | .87409 | .76910 | .89578 | .83479 | 4.51542 |

Y2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 5.0 |
| | 3.00 | 23 | 23.0 | 23.0 | 28.0 |
| | 4.00 | 48 | 48.0 | 48.0 | 76.0 |
| | 5.00 | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 12 | 12.0 | 12.0 | 14.0 |
| | 3.00 | 27 | 27.0 | 27.0 | 41.0 |
| | 4.00 | 38 | 38.0 | 38.0 | 79.0 |
| | 5.00 | 21 | 21.0 | 21.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 6.0 |
| | 3.00 | 17 | 17.0 | 17.0 | 23.0 |
| | 4.00 | 52 | 52.0 | 52.0 | 75.0 |
| | 5.00 | 25 | 25.0 | 25.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 4 | 4.0 | 4.0 | 4.0 |
| | 3.00 | 12 | 12.0 | 12.0 | 16.0 |
| | 4.00 | 52 | 52.0 | 52.0 | 68.0 |
| | 5.00 | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 10 | 10.0 | 10.0 | 10.0 |
| | 3.00 | 19 | 19.0 | 19.0 | 29.0 |
| | 4.00 | 48 | 48.0 | 48.0 | 77.0 |
| | 5.00 | 23 | 23.0 | 23.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 5.0 |
| | 3.00 | 17 | 17.0 | 17.0 | 22.0 |
| | 4.00 | 51 | 51.0 | 51.0 | 73.0 |
| | 5.00 | 27 | 27.0 | 27.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |



HASIL UJI VALIDITAS

X1

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Orientasi Kewirausahaan |
|----------------------------|---------------------|--------|--------|--------|--------|--------|--------|----------------------------|
| X1.1 | Pearson Correlation | 1 | .757** | .686** | .706** | .638** | .674** | .868** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .757** | 1 | .641** | .642** | .546** | .537** | .800** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .686** | .641** | 1 | .756** | .702** | .701** | .874** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .706** | .642** | .756** | 1 | .787** | .760** | .904** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .638** | .546** | .702** | .787** | 1 | .686** | .846** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .674** | .537** | .701** | .760** | .686** | 1 | .850** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Orientasi Kewirausahaan | Pearson Correlation | .868** | .800** | .874** | .904** | .846** | .850** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

X2

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Orientasi Pasar |
|-----------------|---------------------|--------|--------|--------|--------|--------|--------|-----------------|
| X2.1 | Pearson Correlation | 1 | .631** | .479** | .485** | .565** | .398** | .760** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .631** | 1 | .644** | .530** | .534** | .445** | .799** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .479** | .644** | 1 | .505** | .658** | .541** | .802** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .485** | .530** | .505** | 1 | .651** | .493** | .773** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .565** | .534** | .658** | .651** | 1 | .635** | .851** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .398** | .445** | .541** | .493** | .635** | 1 | .746** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Orientasi Pasar | Pearson Correlation | .760** | .799** | .802** | .773** | .851** | .746** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

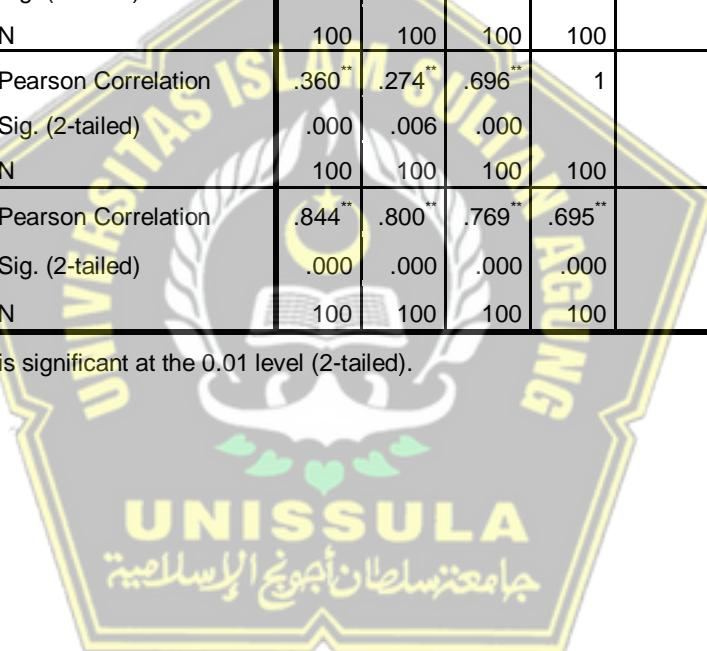
** . Correlation is significant at the 0.01 level (2-tailed).

X3

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | Kemampuan Operational |
|--------------------------|---------------------|--------|--------|--------|--------|--------------------------|
| X3.1 | Pearson Correlation | 1 | .716** | .430** | .360** | .844** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .716** | 1 | .387** | .274** | .800** |
| | Sig. (2-tailed) | .000 | | .000 | .006 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .430** | .387** | 1 | .696** | .769** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .360** | .274** | .696** | 1 | .695** |
| | Sig. (2-tailed) | .000 | .006 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Kemampuan Operational | Pearson Correlation | .844** | .800** | .769** | .695** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).



| | | | | | | | | |
|-----------|---------------------|--------|--------|--------|--------|--------|--------|-----|
| N | | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Kinerja | Pearson Correlation | .838** | .847** | .879** | .849** | .891** | .875** | 1 |
| Pemasaran | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| N | | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

HASIL UJI RELIABILITAS

(X1)

Reliability Statistics

| | |
|------------|------------|
| Cronbach's | |
| Alpha | N of Items |
| .928 | 6 |

X2

Reliability Statistics

| | |
|------------|------------|
| Cronbach's | |
| Alpha | N of Items |
| .876 | 6 |

X3

Reliability Statistics

| | |
|------------|------------|
| Cronbach's | |
| Alpha | N of Items |
| .780 | 4 |

Y1

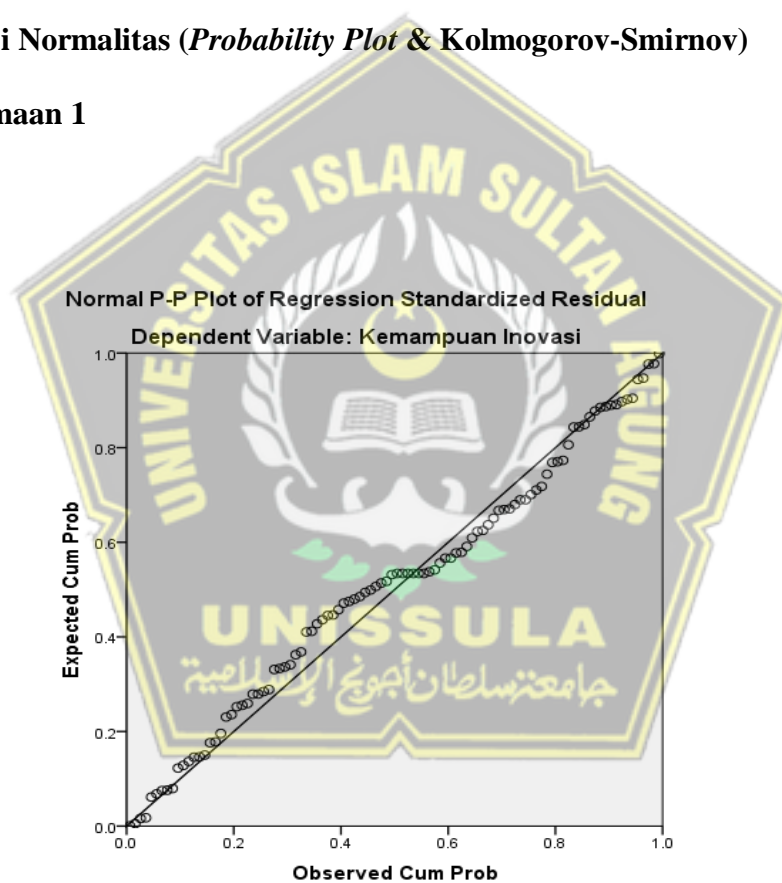
Reliability Statistics

| | |
|------------|------------|
| Cronbach's | |
| Alpha | N of Items |
| .850 | 4 |

Y2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .930 | 6 |

HASIL UJI ASUMSI KLASIK**1. Uji Normalitas (*Probability Plot & Kolmogorov-Smirnov*)****Persamaan 1****Chart**

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.58680399 |
| Most Extreme Differences | Absolute | .079 |
| | Positive | .059 |
| | Negative | -.079 |
| Test Statistic | | .079 |
| Asymp. Sig. (2-tailed) | | .128 ^c |

a. Test distribution is Normal.

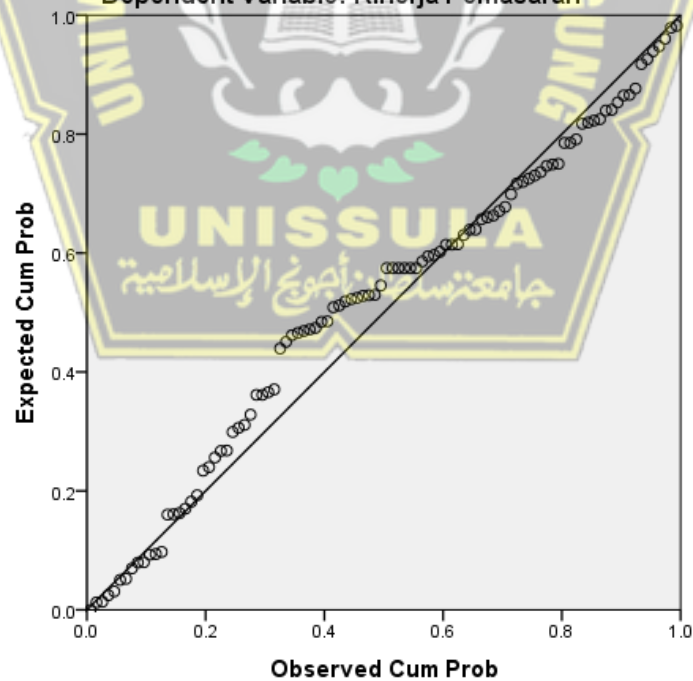
b. Calculated from data.

c. Lilliefors Significance Correction.

Persamaan 2

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kinerja Pemasaran



NPar Tests

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.17527752 |
| Most Extreme Differences | Absolute | .071 |
| | Positive | .057 |
| | Negative | -.071 |
| Test Statistic | | .071 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

2. Uji Multikolinieritas (Nilai *Tolerance* & VIF)

Model 1

| | | Collinearity Statistics | |
|---|-------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | Orientasi Kewirausahaan | .314 | 3.183 |
| | Orientasi Pasar | .287 | 3.490 |
| | Kemampuan Operasional | .513 | 1.950 |

- a. Dependent Variable: Kemampuan Inovasi

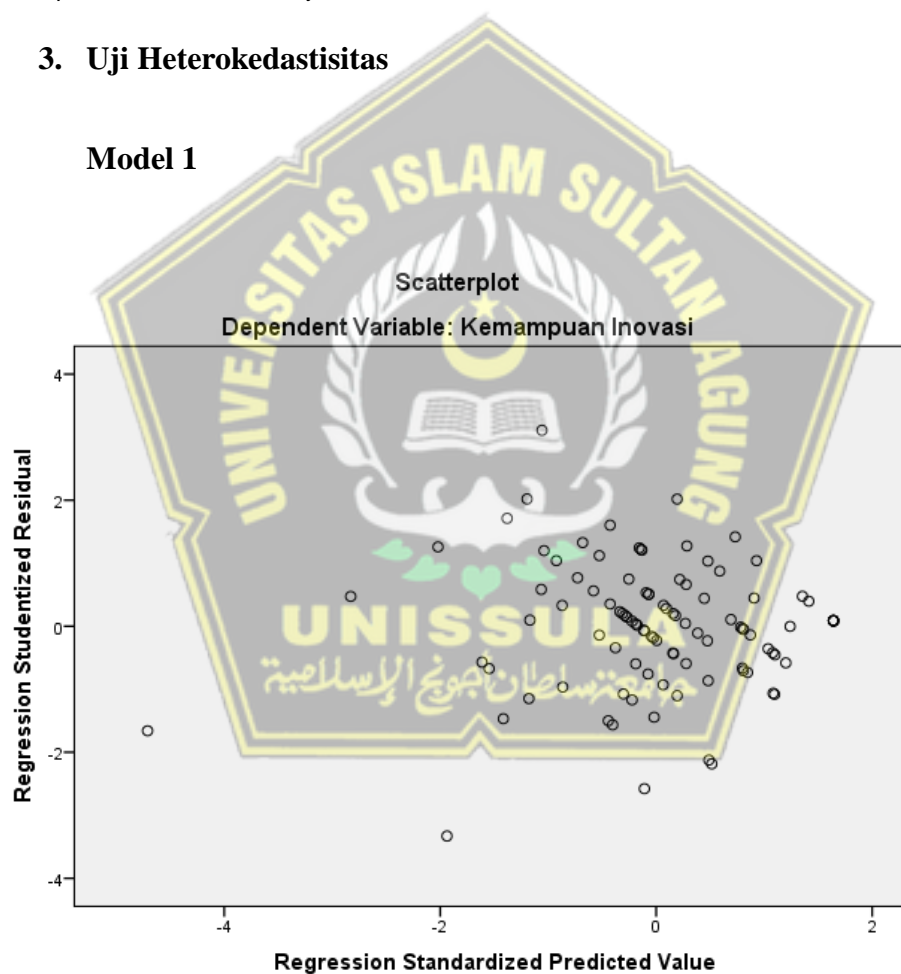
Model 2

| | | Coefficients ^a | |
|-------|-------------------------|---------------------------|-------|
| | | Collinearity Statistics | |
| Model | | Tolerance | VIF |
| 1 | Orientasi Kewirausahaan | .287 | 3.482 |
| | Orientasi Pasar | .261 | 3.828 |
| | Kemampuan Operasional | .481 | 2.077 |
| | Kemampuan Inovasi | .355 | 2.819 |

a. Dependent Variable: Kinerja Pemasaran

3. Uji Heterokedastisitas

Model 1

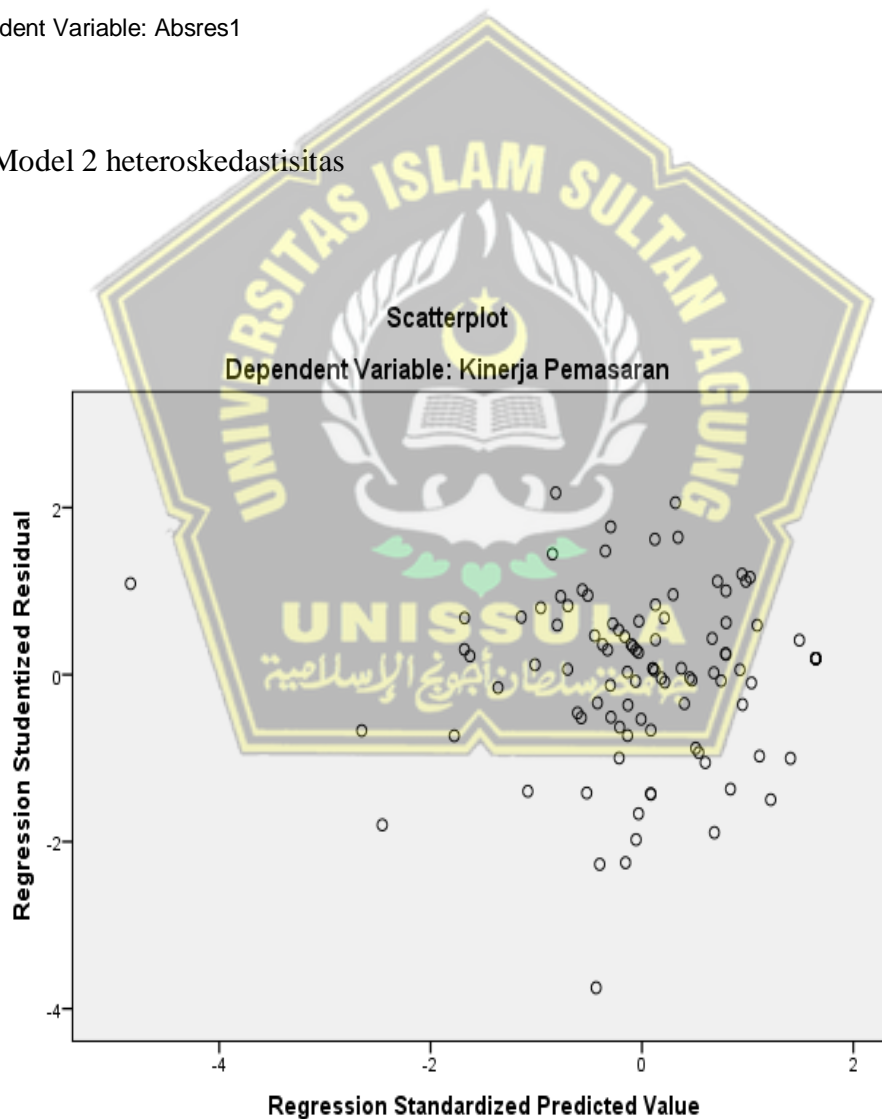


Uji gletser
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.758 | .698 | | 5.387 | .000 |
| | Orientasi Kewirausahaan | .009 | .047 | .031 | .183 | .855 |
| | Orientasi Pasar | -.079 | .050 | -.279 | -1.585 | .116 |
| | Kemampuan Operational | -.060 | .048 | -.164 | -1.243 | .217 |

a. Dependent Variable: Absres1

Model 2 heteroskedastisitas



Uji gletser
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.451 | 1.202 | | 2.871 | .005 |
| | Orientasi Kewirausahaan | -.054 | .084 | -.119 | -.641 | .523 |
| | Orientasi Pasar | -.009 | .089 | -.019 | -.099 | .922 |
| | Kemampuan Operational | -.138 | .085 | -.234 | -1.629 | .107 |
| | Kemampuan Inovasi | .130 | .108 | .201 | 1.200 | .233 |

a. Dependent Variable: Absres2

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi persamaan 1

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Kemampuan Operational, Orientasi Kewirausahaan, Orientasi Pasar ^b | | Enter |

a. Dependent Variable: Kemampuan Inovasi

b. All requested variables entered.

Uji Koefisien determinasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .803 ^a | .645 | .634 | 1.61141 |

a. Predictors: (Constant), Kemampuan Operational, Orientasi Kewirausahaan, Orientasi Pasar

b. Dependent Variable: Kemampuan Inovasi

Uji t

| | | Coefficients ^a | | | | |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.844 | 1.118 | | 1.649 | .102 |
| | Orientasi Kewirausahaan | .229 | .076 | .326 | 3.003 | .003 |
| | Orientasi Pasar | .243 | .080 | .346 | 3.051 | .003 |
| | Kemampuan Operational | .193 | .077 | .212 | 2.497 | .014 |

a. Dependent Variable: Kemampuan Inovasi

Regression

Persamaan 2

| Variables Entered/Removed ^a | | | |
|--|---|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kemampuan Inovasi, Kemampuan Operational, Orientasi Kewirausahaan, Orientasi Pasar ^b | | Enter |

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .817 ^a | .668 | .654 | 2.65753 |

a. Predictors: (Constant), Kemampuan Inovasi, Kemampuan Operational, Orientasi Kewirausahaan, Orientasi Pasar

b. Dependent Variable: Kinerja Pemasaran

Uji t

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.873 | 1.870 | | -1.002 | .319 |
| | Orientasi Kewirausahaan | .294 | .131 | .247 | 2.239 | .027 |
| | Orientasi Pasar | .287 | .138 | .241 | 2.080 | .040 |
| | Kemampuan Operational | .295 | .132 | .191 | 2.246 | .027 |
| | Kemampuan Inovasi | .402 | .168 | .237 | 2.391 | .019 |

a. Dependent Variable: Kinerja Pemasaran

